



Two Business Propositions

No. 1—When you buy Victory Liberty Notes to your utmost, Mr. Business Man, you are buying not only the gilt-edge bonds of the greatest government on earth, but you are buying the good will of the city in which you live. The entire city is watching this campaign, and the buying public loves to favor the man who goes his limit for his country.

No. 2—Every lodge, corporation, partnership or other institution having a reserve or sinking fund should invest such fund in short-term Victory notes. They mature in four years and may be called for redemption in three years. Financiers say they constitute an ideal investment for a sinking fund. They bear 4¾ per cent.

YOU SHOULD ACT TODAY

If you are the executive head of a lodge, corporation, partnership or other institution having a sinking fund, call a meeting TODAY and put your money to work. Invest every cent in VICTORY NOTES.

Follow the example of the City of Memphis, which invested \$100,000 of its sinking fund in Victory Notes; of the Memphis Artesian Water Department, which invested \$100,000 of its sinking fund in Victory Notes; of the Forest Hill Cemetery Association, which, through its banker, D. M. Armstrong, invested \$5,000 of its perpetual maintenance fund in Victory Notes, and of Abe Plough, of the Plough Chemical Company, who invested \$100,000 of his building fund in Victory Notes.

LET'S FINISH THE JOB NOW

Today will be the greatest Liberty Loan day since the war began. Every sales force in the city will be on the firing line. Join the thousands of patriots who are going to place their MAXIMUM subscriptions before the sun goes down.

Stand by the United States Government! Stand by the City of Memphis! Stand by your industry. Stand right with Uncle Sam and your own Conscience! Buy Victory Liberty Notes to your utmost, and we'll finish the job before night!

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